

Sponsorship with

Edinburgh Cricket Club

Community Orientated | United | Open | Inclusive | Development Focused

Cricket for Everyone

Dear Potential Club Partner,

Our club is a thriving, inner city, community club located in the picturesque Edinburgh Gardens in inner-city North Fitzroy. Forming a partnership with Edinburgh is sponsoring a true community organization. We are of the largest cricket clubs in Australia, with 300 playing members across 21 sides representing our club each week, including 12 junior sides, six senior mens sides, a senior womens side and two veterans sides. The club's reach goes further than this with parents, partners, families and supporters all active participants in the club. Sponsorship with Edinburgh offers huge opportunities to promote your business and support a great grass-roots organisation.

Playing on the historic Brunswick St Oval and Alfred Crescent Oval in the Edinburgh Gardens means we get an enormous amount of pedestrian traffic during training and games. Opportunities exist for our sponsors to get their names and brands in front of these people through either our club attire or through signage on game days. All of our supporters receive email-updates twice a week, as well as daily updates on the Club's facebook, twitter and instagram accounts. Our website attracts more than 10,000 visitors a year. In addition, Edinburgh hosts a number of events each season, attracting between 50 & 100 people. All these mediums represent an opportunity to get your business & brand in front of our many members & supporters.

More than just an avenue for healthy recreation & socializing, Edinburgh is quite aware of its role in the community. We seek to provide structured pathways, developmental assistance and training for our juniors all the way from Milo cricket (from 5 years old) into representative sides & our own senior sides. These pathways include specialist 1:1 training through our winter academy. Our pathways focus not only on cricket but on developing leaders & encouraging healthy participation in society.

Edinburgh is an inclusive club, with players from Fitzroy and surrounding suburbs. Players from a number of different backgrounds – cultural & socio-economic – call Edinburgh their own. One of our proudest achievements is our Atherton Gardens program, which we run each year for children from community housing in Fitzroy. This program is in its fourth year and is one of the ways we give back to our community.

Our sponsors' dollars go towards supporting our community programs & underwriting the costs of providing coaching & development to our players. Our standard sponsorship options are contained overleaf, but we are always open to discussing potential ideas & packages. Please feel free to contact me on the below number.

Best Regards,



Brad Shadbolt
President - Edinburgh Cricket Club
Ph: 0400 398 457



Edinburgh offers a variety of options for potential sponsors from major sponsors of the club to sponsors of individual players:

MAJOR SPONSORSHIP

Edinburgh's major sponsors are considered club partners. Major sponsorship packages are fully tailored to suit our partner's requirements. Sponsorships may be club-wide, partner a particular club area – Juniors, Women or Men, or one of Edinburgh's community programmes.

Sponsorship amount: \$5000 +

GOLD SPONSORSHIP

Gold sponsorship packages may include specific team sponsorship &/or merchandising options. At a minimum the benefits are:

- Prominent website advertising
- Prominent advertising at functions
- Prominent advertising in all club communication
- Prominent advertising on ECC sponsor banner
- 2 tickets to the ECC Annual Dinner & Ball
- Opportunities for game day ground & grandstand signage
- Opportunities for POS advertising & promotions
- Certificate of appreciation

Sponsorship amount: \$2000–\$4999

MAROON SPONSORSHIP

Maroon sponsors benefits include:

- Website advertising
- Advertising at functions
- Advertising in all club communication
- Advertising on ECC sponsor banner
- Opportunities for game day ground & grandstand signage
- Opportunities for POS advertising & promotions
- Certificate of appreciation

Sponsorship amount: \$500–\$1999

PLAYER SPONSORSHIP

In addition to club sponsorship packages there are options to sponsor individual players.

Player sponsorship benefits include:

- Placement of player photo with sponsor logo in club rooms
- Website advertising
- Advertising in weekly emails
- Certificate of appreciation

Sponsorship amount: \$50–\$200

Contact

w: edinburghcricketclub.com
e: edinburghcricketclub@gmail.com
f: [facebook.com/themighty.burra](https://facebook.com/themightyburra)
t: twitter.com/mightyburra
i: instagram.com/themightyburra

Edinburgh Cricket Club
PO Box 582
Carlton North
VIC 3054

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